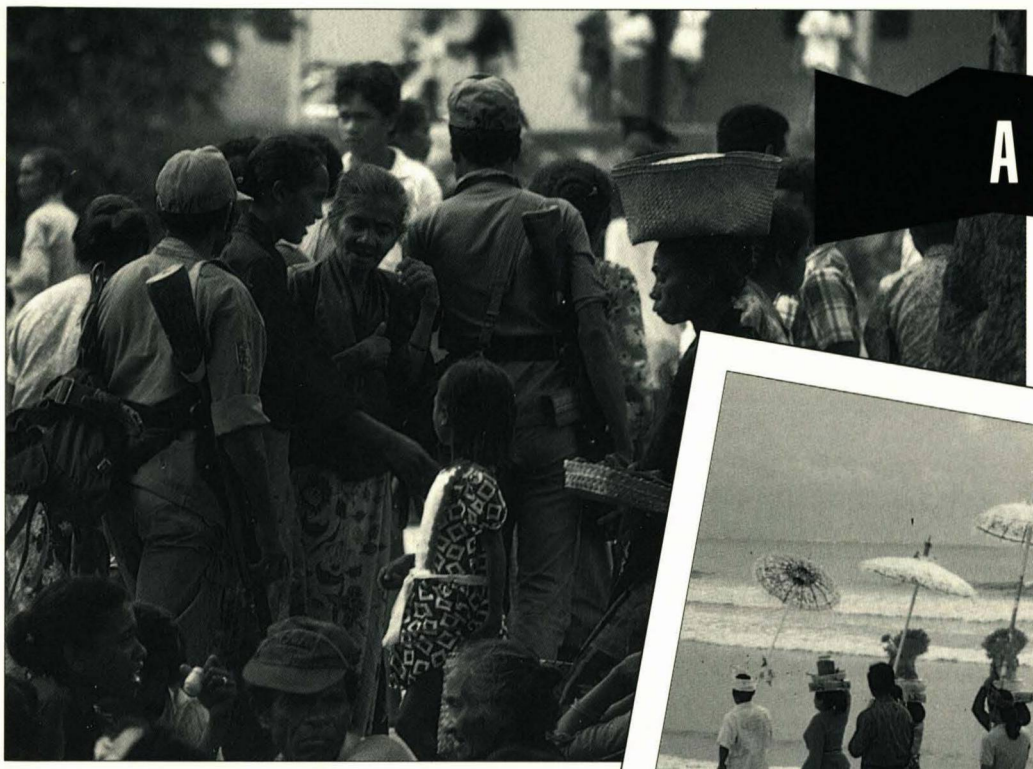
TL 1915

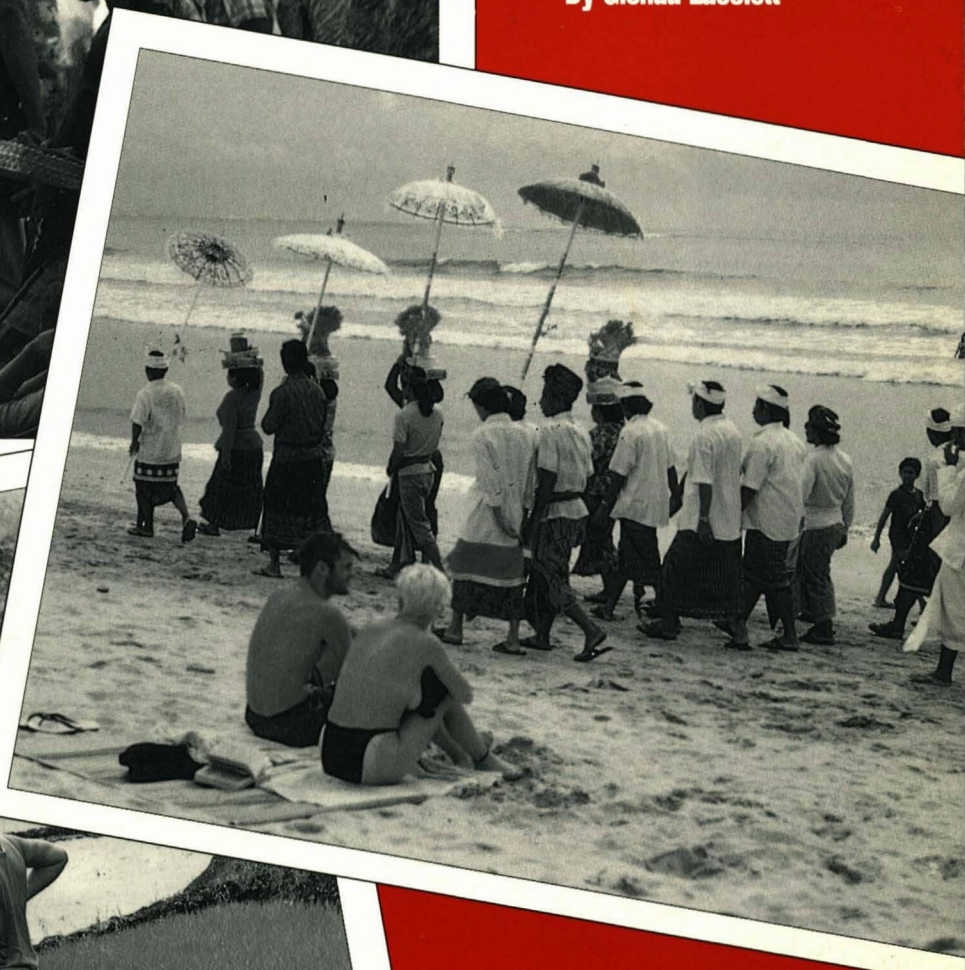
ARE SWEET DREAMS MADE OF THIS?

Tourism in Bali and Eastern Indonesia



A DISCUSSION GUIDE

By Glenda Lasslett



CONTENTS

INTRODUCTION 3

THE RISE OF TOURISM IN INDONESIA 5

What do we want from a holiday? 5

Let's look at some of our attitudes about holidays 5

Images of Asia 6

What are our expectations of an Indonesian holiday? 7

TOURISM AND DEVELOPMENT 9

How important is tourism to Indonesia 9

TOURISM, THE ECONOMY AND POWER 14

TOURISM AND CULTURE 20

How does tourism affect local culture and society 20

TOURISM AND THE ENVIRONMENT 24

Is tourism destroying its own future 24

TOURISM AND MUTUAL UNDERSTANDING 26

Can tourism help us step outside our culture? 26

Are there alternatives? 27

STUDY RESOURCES 28

Published in 1994 by Indonesia Resources and Information Program (IRIP)

PO Box 190 Northcote 3070 Australia
Telephone: (03) 481 1581
Facsimile: (03) 416 2746

ISBN 0 646 18792 9

The publication of *Are Sweet Dreams Made of This: Tourism in Bali and Eastern Indonesia* by John McCarthy and this discussion guide has been made possible by a grant from an anonymous donor in partnership with the Lance Reichstein Charitable Foundation.

Acknowledgments

An excerpt from *Troppo Man* by Gerard Lee is reprinted with permission from Queensland University Press, 1990.

An excerpt from *Learn to Travel*, Peter Mason, WWF UK, 1992 is reprinted with permission from the World Wide Fund for Nature (UK).

An extract from *Sweet Dreams* written by David A. Stewart/Annie Lennox is reprinted with permission of D'N'A Limited/BMG Music P/L, North Sydney.

An extract from *I've been to Bali Too* by J. Schumann is reprinted with permission of the authors and MCA Music Australia P/L.

The article *Worker's cry for justice is crushed by jackboots*, is reprinted with permission of Lindsay Murdoch and The Age.

Glenda Lasslett teaches travel, language and culture at a Melbourne Secondary College and is a keen traveller with a long term interest in Indonesia.

Design and production:
Thomas and Kite Pty Ltd.

DISCUSS

If tourism is indeed 'Coca-colonisation'. What do you think this means?
Can this economic/cultural colonisation be held back? Does the kind of tourist involved matter?

It is also argued that tourism helps preserve and breathe new life into local arts and crafts. Others say tourism cheapens and "commodifies" them by requiring "culture on demand".

"At Sade in Lombok, tourists have a chance to see a village preserved in its pristine state. Sade, at the request of the department of tourism, has been designated a 'cultural object'. Although some locals call Sade a *museum hidup*, a living museum, unlike the village of Benes in Flores, the visitor does not have to buy an entrance ticket.

In a similar fashion to a National Trust building in Australia, the intention seems to be to preserve Sade as it was. The inhabitants have to keep their village in its original form, thatched roofs, dirt floors and all. However, the protection order also extends to their way of life – electricity does not enter the village.

...The villagers are not paid for the service. However, since this arrangement ensures that every tourist bus or traveller passes through Sade on their way to Kute, the village craftsmen and women are ensured of a market." (*Are Sweet Dreams Made of This?*, p. 64.)

DISCUSS

If this could be a positive cultural and economic model for non-destructive tourism. What control do the local people seem to have over their lives?

"A local student in Lombok complained that the traditional culture was becoming a tourist culture. 'This year tourist guides took the tourists to the front of the ritual, to the place of honour. The tourists stood there, uninvited, taking photos. Amateur prostitutes and young men looking for girls came from Mataram. Of course the local people weren't consulted. The locals are losing their ritual as its meaning changes. It is becoming a secular festival and a tourist spectacle. Now the Kute resort (in Lombok) is to include the Putri Nyale ritual site. Near Kute tourists are encouraged to stop by what one local calls a 'living museum'." (*Are Sweet Dreams Made of This?*, p. 64)

Tourism might also be a form of public relations, emphasising social stability, political control or, hopefully, respect for minority cultures.

"When our cruise ship came to Dili we were taken in buses up into the hills of East Timor (writes an expatriate living in Jakarta). A ceremonial procession of Timorese men mounted on ponies, dressed in traditional regalia, and carrying Indonesian flags met our buses half way up to Maubisse. The parade escorted us to the village where the villagers were holding their annual harvest festival. Although it was their festival, the villagers watched from the side of a hill. Squads of soldiers in camouflage stood by a policeman carrying a truncheon and officials in safari suits. Others, more conventionally dressed acted as ushers. Using cane sticks they

Tourism can boost local culture and local economies by providing a better market for traditional handicrafts. Photograph: Vic Brandt

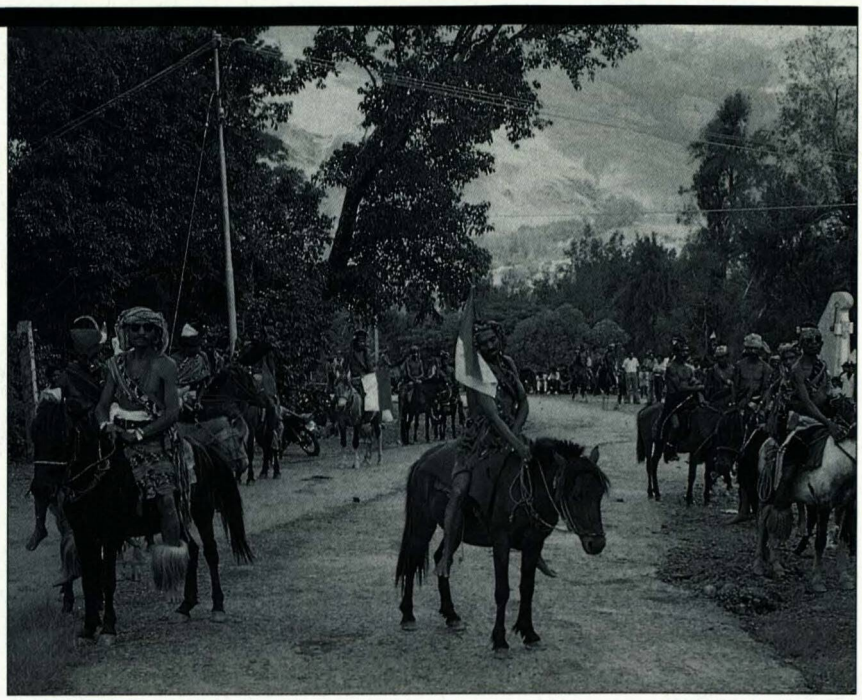
guided us to the front so we had the best view of the dancing and singing.

The village elders stood in a row like museum exhibits as we passed. Many of us took photos. Nobody thought to ask if the Timorese minded having their photos taken...

A man dressed in a safari suit looking like a senior man with the government directed the performance. He threw his forefingers, then his whole arm. 'Do this! Now move on!'

An elder led the ceremonies. He sang with vigour while the others merely mouthed the words.

One of the Indonesian guides told the story behind the performance. We were guests at a traditional feast, and as guests don't pay, the Timorese weren't paid. But the tourist office helped with the food...Then he explained why the villagers looked so glum. Although the Timorese hold these rituals when the harvest ripens, this time the tourist office moved the festival a month forward to coincide with our visit. The villagers were upset when their festival was moved. Then engine trouble delayed our boat for a day. The previous day they had prepared all the food, dressed and waited in the heat of the day. But we had never showed up". (*Are Sweet Dreams Made of This?*, pp. 70-72)



Photograph: John McCarthy.

Although it was their festival, the East Timorese villagers watched from the side of a hill, while we were guided to the front for the best views.

CONTACT

Contact Amnesty International for information on human rights in Indonesia and local action campaigns.

INVESTIGATE

Investigate Australian government policy on human rights in Indonesia. Write to the Minister for Foreign Affairs or your local member to state your point of view, or ask them to speak to your group on Australia's human rights policy.

RESEARCH

Research the history of independence movements in Irian Jaya and East Timor.

EVALUATE

Evaluate the effectiveness of a tourist boycott of Bali to draw attention to violations of human rights in East Timor. Would it have any influence on the Indonesian government?

DISCUSS

Discuss the possibility that tourism can offer protection for minority groups by fostering international attention and awareness based on first-hand information.